GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:5962
ANSWERED ON:10.04.2017
Promotion of Tourism Industry
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Will the Minister of TOURISM be pleased to state:

(a) whether the Government has chalked out any strategy to invest more in Tourism Sector to boost Tourism Industry;
(b) if so, the details of the initiatives taken in this regard;
(c) whether the Government proposes to promote tourism industry by organizing workshops in sync with the resources in States and if so, the details thereof;
(d) whether the lack of policies and lack of single window clearance is a major challenge in Indian Tourism Industry and if so, the details of work done/policies drafted for boosting tourism industry; and
(e) whether the Government has achieved the desired results and if so, the details thereof?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) to (c): The Ministry of Tourism organized Incredible India Tourism Investor's Summit from 21st to 23rd September, 2016 at Vigyan Bhawan, New Delhi with the objective of positioning Indian tourism sector for attracting large investors. The summit showcased the investment opportunities in the tourism sector in India by presenting a bouquet of investment-ready projects from the States/Union Territories. A number of MoUs were signed by various States at the end of the summit for attracting investments.

Ministry of Tourism promotes various tourism destinations and products within the country through Indiatourism Offices Overseas organizing workshops, participating in various travel fairs & exhibitions; organising road shows & seminars; organising Indian Food & Cultural Festivals etc.

(d) and (e): Ministry of Tourism has created a single window portal viz. Hotelcloud for online approval of hotel projects and classification of operational hotels. Under this system, hotels are required to submit applications and make payments, online. With the introduction of this system, hoteliers are no longer required to visit Ministry of Tourism.

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